

COMM 4104-001: Jag Tracks IV
Communication Program
Texas A&M-San Antonio, College of Arts & Sciences

[Maymester 2020]

Instructor: Jenny Moore

Tel: 210-784-1051

E-mail: jenny.moore@tamusa.edu

Office: Central Academic Building, 320C

Class Time: Online with two course meetings.

Office Hours: Sign up for appointments: <https://calendly.com/profjmoore/jagtracksiv?month=2020-05>

Daily Virtual Office Hours in Zoom from 10am-11am; 1pm-2pm. If you are not available, please email me for an alternate time.

Course Overview & Learning Goals

Course Description: The focus of this course is discovering students' place in a professional field where students will demonstrate knowledge of professional expectations and resources. The two week Maymester course allows students to earn the Virtually Friendly HIRED! Professional Development Certificate offered through the campus' Mays Center for Experiential Learning and Community Engagement.

Student Learning Outcomes

At the end of this course students will achieve the following goals and outcomes:

1. learn about the university's career center and resources for support and assistance
2. improve individual branding and marketing skills and clarify career pathways
3. earn a professional development certificate that will help in your job search

Course Expectations

Attend online Orientation

Complete the pillars of the HIRED Professional Development Certificate

Attend online course closure session

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Pillar 1	
Required Topic 1: Your Personal Brand In this session, you will define what personal branding means and learn strategies on how to invest in it throughout your career.	Required Topic 2: Your Digital Legacy In this session, you will learn the do's and don'ts of social media professionalism and how to create an effective LinkedIn profile.
Required Topic 3: Your Future Pathway In this session, you will discover how to develop a marketable resume or CV that can be customized towards endless career opportunities.	Elective Topics - Studio Sessions Resume Writing, Interviewing, In-Person Networking, Online Networking, Career Planning
Pillar 2	Pillar 3
Required Networking Remix Expand your personal network by completing 3 virtual informational interviews with industry professionals.	Required Event Champion Attendance in one of the Mays Center Non-Hired classified virtual sessions.
Pillar 4	Capstone
Required Career Services Appointment Virtually meet with a Career Services professional to discuss your career path and how to develop a plan of action towards the road to success.	Required Etiquette Webinar Just like learning about any other culture, the workplace has its own "norms". Some of these expectations and norms are common for most professional work environments, and we are hopeful we can prepare you for that new culture so you feel confident and reduce mistakes.

Grading Scale:	Element:	Goals	Links
	Pillar 1:		
10%	Your Personal Brand	In this session, you will define what personal branding means and learn strategies on how to invest in it throughout your career. To gain credit for VIRTUAL session, you must watch the video and then complete a self-reported experience.	https://bit.ly/HIREDBRANDING [Video: 25 Minutes] If you need assistance in uploading an experience, please view our how-to video at https://bit.ly/hiredexperience [Video: 4 Minutes]
10%	Your Digital Legacy	In this session, you will create/develop a LinkedIn profile. You will learn the do's and don'ts of social media professionalism and how to create an effective LinkedIn profile. To gain credit for VIRTUAL session, you must watch the video and then complete a self-reported experience.	https://bit.ly/HIREDDIGITALLEGACY [Video: 32 Minutes] If you need assistance in uploading an experience, please view our how-to video at https://bit.ly/hiredexperience [Video: 4 Minutes] Self-Reported Experience [Expect to Spend Approximately 30 Minutes]
10%	Your Future Pathway	In this session, you will discover how to develop a marketable resume that can be customized towards endless career opportunities. To gain credit for VIRTUAL session, you must	https://bit.ly/HIREDFUTUREPATHWAY [Video: 30 Minutes] Self-Reported Experience [Expect to Spend Approximately 30 Minutes]

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		watch the video and then complete a self-reported experience.	
10%	Elective Topic 1	The Elective Topics are interactive studios in which you should plan to attend a portion of the scheduled time (at least 30 minutes). This can be accomplished by connecting with us through online drop-ins. We encourage you to think of questions you still have about resumes, interviewing, networking (in-person or online), or career exploration.	[Expect to Spend Approximately 30 Minutes on Each Elective]
10%	Elective Topic 2		
	Pillar 2:		
10%	Informational Session	For this project, students must interview ONE professional in a career field (or fields) that they are considering as a career path. Note given: The Mays Center or Prof. Moore will help you if you feel stuck. Please read our suggested strategies on JagSync first! Make sure to upload your reflection into the Pillar 2: Networking Remix Reflection form. To receive credit: Students must upload the interview data they collected and provide a reflection on the information they received. If reflection is complete as detailed in the Networking Rubric, student will receive 100% credit for Pillar 2. Further instructions, including resources for connecting with contacts, are on JagSync along with a sample student submission.	Question Prep, Interview and Reflection: Expect to spend approximately 3-4 hours
	Pillar 3:		
10%	Virtual Event Session	The Mays Center encourages you to attend any of its upcoming virtual events to potentially connect with employers and learn great content that will help on your journey to become career-ready and community-minded. To find a listing of events please visit JagSync. Once you've completed the virtual event, please consider what information you learned from the event and include at least 5 facts about the content that was presented to you. Consider how this information is helpful to you. Your reflection should include two paragraphs.	Virtual Event and Reflection: Expect to spend approximately 1.5 hours

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		<p>Paragraph 1: Include at least 5 facts about the event.</p> <p>Paragraph 2: Include a summary of what you learned, your overall experience, and how you will use this information you gained.</p> <p>Click on REPORT EXPERIENCE on JagSync. Select Pillar 3: Making Connections</p>	
	Pillar 4:		
20%	Required Career Services Appointment	<p>This pillar requires students to create a personal appointment with a Career Services Professional at the Mays Center for Experiential Learning and Community Engagement. In the coaching session, students will be able to discuss where they are in their own professional journey. For credit: For this step, you will create a personal appointment with a Career Services Professional at the Mays Center for Experiential Learning and Community Engagement. To do so, you may schedule this online through Handshake (drop down from homepage; click "Career Center" and "Appointment"), call at 210-784-1356, or drop by the center at ST 111 when not working remote. Any type of career advising appointment will count towards credit (not including a Career Clothes Closet appointment). We want to ensure you connect with us and receive 1:1 coaching to support your goals as you progress in your career development.</p>	1 Hour Personal Coaching
	Capstone:		
10%	Etiquette Webinar	<p>Come learn how to apply proper etiquette principles and how to navigate this professional networking practice!! We are dedicated to this being fun and full of tips you will need in your professional journey.</p> <p>If you need assistance in uploading an experience, please view our how-to video at https://bit.ly/hiredexperience.</p> <p>To receive credit: Students must complete a HIRED! Etiquette session to receive 100% credit for this pillar. This has now transitioned to a virtual etiquette session with a large focus on dining etiquette. A reflection is required on JagSync with listed</p>	<p>Session can be viewed via YouTube at https://bit.ly/HIREDETIQUETTE [1 hour]</p> <p>Reflection: 30 minutes</p>

		questions that must be answered in this response.	
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Tentative Schedule:

<p>Session 1: Wednesday, May 13, 11:00 AM – 12:00 PM Via ZOOM</p>	<p><u>Course Overview</u> OVERVIEW OF THE HIRED PROFESSIONAL DEVELOPMENT CERTIFICATE Clarissa Tejeda, Assistant Director of Career Services Jenny Moore is inviting you to a scheduled Zoom meeting to provide students an overview of the certification program. Topic: JagTracks IV Course Orientation Meeting Time: May 13, 2020 11:00 AM Central Time (US and Canada)</p> <p>LINK: https://us02web.zoom.us/j/85891917234?pwd=djIwYitxVkt3QlllekN2YTJleTRLZz09</p> <p>Meeting ID: 858 9191 7234 Password: JagTracks</p>
<p>May 13-May 20</p>	<p>Goals: Complete Pillar 1, 2 and Schedule Your Pillar 4 Virtual Appointment with the Mays Center</p>
<p>May 20-27</p>	<p>Goals: Complete Pillar 3,4, and Capstone</p>
<p>Wednesday, May 27 Via Zoom</p>	<p>11:00 AM – 12:00 PM: Certification Awards & Course Feedback</p>